

BlackBerry® Persona Mobile Product Privacy Notice

About this Notice

This Product Privacy Notice is provided to offer transparency with regards to BlackBerry data collection and processing activities. Outlined in the following pages are details about a specific BlackBerry Solution that collects personal data and provides key details on how and why customer data is processed.

BlackBerry Privacy Office

BlackBerry has a dedicated Privacy Office that, in partnership with the Cyber Security & Risk team, assesses our technical and administrative security controls to ensure compliance with international legislative requirements governing privacy matters.

BlackBerry complies with data protection and privacy laws concerning the collection, use, storage, transfer, and disclosure of personal data, including the EU General Data Protection Regulation.

Our commitment to customer privacy is detailed at www.blackberry.com/privacy.

Overview

BlackBerry Persona Mobile is a set of capabilities in the BlackBerry Unified Endpoint Security platform that collectively achieve the business goal of strong, yet low friction, security for applications and services. Services in the Unified Endpoint Security PaaS can automatically adjust permissions and access management for users based on continuous assessment of the risk posed by their location or behavior (e.g. actions taken by the user inside the application). For example, user moving from one high location or an unknown location to a known office building for accessing corporate data such as email and intranet documents.

Personal Data Processed

The following personal data elements are collected and processed by BlackBerry.

Personal Data Processed	Purpose for Processing	Recipients
<p>Location data Device GPS Coordinates</p>	<p>Behavioral locational patterns can be established and user friction towards access is dynamically modified based on the fit of their current location to previously established behavior.</p> <p>The location is collected every time a security event is triggered within the application as a foreground event.</p>	<p>Access is limited to accounts used by the automated system to process the data. Human interaction is required to set up jobs to process the data and thus require use of the service account.</p> <ul style="list-style-type: none"> • Employees are not typically a part of the data processing activity and such access would be limited to support type activities.
<p>Tracking data WAN IP Address</p>	<p>Behavioral locational patterns can be established and user friction towards access is dynamically modified based on the fit of their current location to previously established behavior</p>	<ul style="list-style-type: none"> • Same as above
<p>Physical interactions with the device touchscreen (e.g. swipes)</p>	<p>Behavioral user usage on the device patterns can be established and user friction towards access is dynamically modified based on previously established usage patterns.</p> <p>These events are collected every time BlackBerry Work and BlackBerry Access applications when there is a foreground event.</p>	<ul style="list-style-type: none"> • Same as above
<p>App usage interactions (e.g. e-mail events)</p>	<p>Application usage patterns can be established and user friction towards access is dynamically modified based on previously established usage patterns.</p> <p>These events are collected every time BlackBerry Work and BlackBerry Access applications when there is a foreground event</p>	<ul style="list-style-type: none"> • Same as above

[Data Sharing or Forward Processing](#)

BlackBerry uses the identified information to facilitate the performance of the End User License Agreement under which BlackBerry’s services and products are offered.

This data is only shared with necessary third-party services that are required to fulfill the intended purpose of this services.

BlackBerry does not sell, lease, or otherwise distribute this information beyond what is disclosed below.

Cross-Border Data Transfers

BlackBerry Persona Mobile client data is stored in Ontario, Canada. Data is not transferred from this location to any other geographic region without customer instruction or approval.

Customer Tenant Geography	Location	Sub-Processor
Global	Canada (Central)	Amazon Web Services, Inc.

Data Retention

Personal Data Processed	Data Retention Period
Location data, tracking data, physical interactions, and app usage interactions	Data will be retained for 30 days for active BlackBerry Persona Mobile users.

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